

Station	WPGH-TV PITTSBURGH, PA	Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	
Advertiser	() POLITICAL ISSUE GROU		815 SLATERS LANE	Sales Office	() WASHINGTON
Product	NRCC IE 2012		ALEXANDRIA, VA 22314	Salesperson	() KATHRYN SARDINSKY
Estimate#	3186	Agency C/P1/P2/E	155/426/3186		
Buyer	Ben Angle	Flight Dates	09/14/2012 - 09/20/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					
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*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/14-09/14	630P-7P	TWO & HALF MEN	:30	\$800.00	F	1	1	1	\$800.00
Rating: 3.2										
2	09/17-09/17	630P-7P	TWO & HALF MEN	:30	\$800.00	M	1	1	1	\$800.00
Rating: 3.2										
3	09/18-09/18	630P-7P	TWO & HALF MEN	:30	\$800.00	TU	1	1	1	\$800.00
Rating: 3.2										
4	09/19-09/19	630P-7P	TWO & HALF MEN	:30	\$800.00	W	1	1	1	\$800.00
Rating: 3.2										
5	09/20-09/20	630P-7P	TWO & HALF MEN	:30	\$800.00	TH	1	1	1	\$800.00
Rating: 3.2										
6	09/14-09/14	730P-8P	TWO&HALF MEN B<	:30	\$1,000.00	F	1	1	1	\$1,000.00
Rating: 3.6										
7	09/17-09/17	730P-8P	TWO&HALF MEN B<	:30	\$1,000.00	M	1	1	1	\$1,000.00
Rating: 3.6										
8	09/18-09/18	730P-8P	TWO&HALF MEN B<	:30	\$1,000.00	TU	1	1	1	\$1,000.00
Rating: 3.6										
9	09/19-09/19	730P-8P	TWO&HALF MEN B<	:30	\$1,000.00	W	1	1	1	\$1,000.00
Rating: 3.6										

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815 SLATERS LANE

ALEXANDRIA, VA 22314

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Flight Dates 09/14/2012 - 09/20/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

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10	09/20-09/20	730P-8P	TWO&HALF MEN B<	:30	\$1,000.00	TH	1	1	1	\$1,000.00
Rating: 3.6										
11	09/15-09/15	8P-11P	PAC12 FOOTBALL	:30	\$1,000.00	SA	1	1	1	\$1,000.00
Rating: 2.2										
12	09/14-09/14	10P-11P	CH11NW-FX53@1030	:30	\$900.00	F	1	1	1	\$900.00
Rating: 2.3										
13	09/17-09/17	10P-11P	CH11NW-FX53@1030	:30	\$900.00	M	1	1	1	\$900.00
Rating: 2.3										
14	09/18-09/18	10P-11P	CH11NW-FX53@1030	:30	\$900.00	TU	1	1	1	\$900.00
Rating: 2.3										
15	09/19-09/19	10P-11P	CH11NW-FX53@1030	:30	\$900.00	W	1	1	1	\$900.00
Rating: 2.3										
16	09/20-09/20	10P-11P	CH11NW-FX53@1030	:30	\$900.00	TH	1	1	1	\$900.00
Rating: 2.3										
17	09/16-09/16	10A-11A	NEWS	:30	\$100.00	SU	1	1	1	\$100.00

---REPORT TOTALS---

Report Totals: 17 / \$14,600.00

---SALES MONTHLY TOTALS---

Sep 12: 17 / \$14,600.00

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Sales Totals: 17 / \$14,600.00
Station Totals: 17 / \$14,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$104,286	CABL	0%	KDKA	34%	UNKN	0%	WPCW	4%	WPGH	14%
		WPMY	2%	WPXI	20%	WTAE	26%				

---COMPETITIVE COMMENTS---

KD/WP EST

Books

Demos

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RA3564